



**CITY OF KIRKLAND**  
**Department of Public Works**  
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## MEMORANDUM

**To:** David Ramsay, City Manager

**From:** Erin J. Leonhart, Facilities & Administrative Manager  
John MacGillivray, Solid Waste Coordinator  
Daryl Grigsby, Public Works Director

**Date:** July 24, 2007

**Subject:** GREEN BUSINESS RECOGNITION PROGRAM

### RECOMMENDATION

It is recommended that City Council support a new Kirkland Green Business Recognition Program.

### BACKGROUND

In 2003, the City of Kirkland implemented a "Business Recycler of the Year" recognition award, funded by the King County Waste Reduction and Recycling grant, to encourage Kirkland businesses to reduce waste and recycle. This award was bestowed annually upon one business with particularly effective waste reduction and recycling programs that diverted at least 50% of their waste. For three years, newsletters with application forms were distributed to businesses throughout Kirkland. Follow-up phone calls and on-site visits were made by the City's recycling outreach consultant to promote the program and provide businesses with support in setting up or improving their waste reduction and recycling practices.

### Kirkland Green Business Recognition Program

The Business Recycler of the Year program was not overwhelmingly successful and few businesses applied for recognition. Awarding one business failed to recognize ongoing and varied environmental ("green") efforts throughout the business community. The Public Works Department recognized the program's faults and created a team to develop a meaningful replacement with a broader environmental focus. The replacement program is called the Kirkland Green Business Recognition Program and the team now consists of:

- o Kirkland Chamber of Commerce (Board President – Brenda Nunes, Director – Bill Vadino)
- o Puget Sound Energy (Energy Management Program – Ryan LeBaron)
- o Public Works (John MacGillivray, Erin Leonhart)
- o Wilder Environmental Consulting (Kirkland's Business Recycling Consultant – Sam Wilder)
- o City Manager's Office (Economic Development – Ellen Miller-Wolfe, Communications – Marie Stake)
- o Information Technologies (Multimedia Services – Janice Perry and Lee Wallat, Webmaster – Rob Mullin)

This team has worked collaboratively and developed a program to recognize a multitude of environmental efforts conducted within the business community. The overall concept is that businesses will register

online for recognition in a variety of green categories (see attached checklists). The categories developed for the initial roll-out of the program are:

- Waste Reduction/Recycling
- Water Conservation
- Transportation/Commute Trip Reduction
- Pollution Prevention
- Green Building
- Energy Efficiency
- Green Power

The categories were developed in such a way so that all types of businesses in the community could successfully participate in the program in one or more main categories. Within each category, a business may check off a minimum number of qualifying activities to achieve a given category. Careful consideration was given in crafting the activities to be achievable yet meaningful and effective environmental measures.

When a business qualifies for their first category, they will be recognized at a City Council meeting and on the Green Business website. Participating business will also receive a special core program logo in the form of a window cling and an electronic file that can be used for the business's printed materials. In addition to the main Kirkland Green Business logo, there is an insignia (and corresponding window cling) businesses can earn for each category. The proposed core program logo and insignias will be presented at the City Council meeting on August 7<sup>th</sup>.

### Outreach

Staff acknowledges that robust marketing and outreach strategies will be vital to the initial and sustained success of the new program. The program will be rolled out as a part of the Sustainable September event and will be supported before and after the reveal with a press release; print and television advertisements in the Kirkland Courier and on Currently Kirkland, respectively; a website teaser and advertisement; an informational postcard; an advertisement at the upcoming September 20<sup>th</sup> Business Recycling Collection Event; ongoing consultant outreach with the business community; and in materials distributed during business licensing and renewals. The Kirkland Chamber of Commerce will also include information about the program in their newsletter and website.

### Budgetary Impacts

Staff anticipates that a successful marketing campaign could result in a participation rate of ten percent or more among the 3,500 businesses located in the community. A recent City of Kirkland Green City Survey conducted to find out what our business community is currently doing in the way of sustainability in such areas as recycling and commute trip reduction resulted in a response from 360 businesses. Based upon that response, we can predict that there could be a significant rate of participation in the program even at the most basic level.

It is anticipated that the majority of the startup costs incurred for the initial program rollout will be related to the manufacture of the eight colored window clings (estimated at \$2000 for 500 of the primary logo and 250 copies of the category logos) and advertising. The startup funding will come from the Solid Waste (including grant funding), Water and Surface Water Utilities and from a partnership with Puget Sound

Energy. However, a successful ongoing program may require consideration of a new funding allocation line item in the next budget to cover ongoing costs.

### CONCLUSION

Environmental stewardship is an important value in the Kirkland community. This program provides an opportunity to encourage and recognize businesses that are doing the “right thing” for our environment, which will help the city meet long-term climate change goals and our business community realize the intrinsic economic and marketing benefits of conducting their businesses in a “green” way. Please direct any questions about this program to Erin Leonhart.